## In the Claims

Please amend Claims 1-10 as follows:

1.      (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

  a.      receiving a broadcast with embedded information about the broadcast, said embedded information being provided to allow constructing a viewing record of the broadcast;

  b.      extracting and displaying content from said broadcast, for displaying to a the viewer;

  c.      extracting said embedded information from said broadcast;

  d.      storing said embedded information;

  e.      at a predetermined time, sending said stored embedded information and viewer information to a remote computer to allow said remote computer to construct said viewing record; and

  f.      receiving providing specific incentives to the viewer based on said viewing record embedded information and said viewer information sent.

2.      (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

Application No.: 09/767,819

a. receiving a broadcast with information about the broadcast embedded into the broadcast at regular time periods, said information including timestamps each identifying a time slice during which the broadcast is received;

b. extracting and displaying content from said broadcast, ~~for displaying to the~~ viewer;

c. extracting said embedded information from said broadcast;

d. incrementing counters for counting time slices during which said broadcast is received ~~said time periods~~;

e. storing said embedded information and said counter values;

f. sending said embedded information, ~~and~~ said counter values and viewer information to a remote computer to allow a viewing time to be determined; and

g. ~~receiving~~ providing specific incentives to the viewer based on said embedded information and said ~~embedded information, said counter values and said viewer information sent~~ viewing time.

3. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising

Application No.: 09/767,819

a.      embedding information ~~about a broadcast~~ along with the broadcast content, said embedded information including information that allows a viewing time of said broadcast content to be determined; and

b.      broadcasting said content with said embedded information to a remote viewer of the content.

4.      (Currently amended) The method of Claim 3 further comprising:

a.      ~~receiving~~ obtaining stored embedded information from said viewer ~~about said broadcast~~ so as to determine said viewing time; and

b.      sending specific incentives to said viewer based on said viewing time ~~information received~~.

5.      (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a.      embedding information ~~about the broadcast~~ along with the broadcast content at regular time periods, wherein said embedded information, when collected over time, allows a viewing record of the broadcast to be determined; and

b.      broadcasting said content with said embedded information to a remote viewer of the content.

6.      (Currently amended) The method of Claim 5 further comprising

    a.      ~~receiving~~ providing collected embedded information from said viewer about said broadcast at a predetermined time point;

    b.      from said collected embedded information, determining a number of time slices during which the broadcast is received by the viewer ~~receiving counter values for the number of time slices viewed by said viewer~~; and

    c.      sending specific incentives to said viewer based on said time slices ~~information received and said counter values received~~.

7.      (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

    a.      receiving information ~~about~~ representing a viewing record of a broadcast ~~from~~ by a remote viewer ~~of said broadcast~~; and

    b.      sending specific incentives to the remote viewer based on said viewing record ~~information received~~.

8.      (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a. receiving information about a broadcast from a remote viewer of said broadcast;

b. receiving counter values ~~for~~ <u>representing</u> the number of time slices viewed by the viewer, and

c. sending specific incentives to the remote viewer <u>determined by a viewing record of a broadcast by said remote viewer, said viewing record</u> based on said information received and said counter values received.

9. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a. receiving information ~~about a broadcast~~ from a remote viewer <u>representing a viewing record</u> of said broadcast <u>by said remote viewer,</u>;

b. searching a database for information about sponsors of the content of said broadcast and the incentives offered by said sponsors;

c. creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said information received from said viewer; and

d. sending said Web page ~~back~~ to said viewer.

10. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a. receiving information about <u>viewing of content of</u> a broadcast ~~from~~ <u>by</u> a remote viewer ~~of said broadcast~~;

b. receiving counter values ~~for~~ <u>representing</u> the number of time slices <u>during which the broadcast was</u> viewed by said viewer;

c. searching a database for information about sponsors of the content and the incentives offered by said sponsors;

d. creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said ~~database~~ information <u>resulting from said searching,</u> ~~and~~ said information received <u>from said remote viewer</u> and said counter values; and

e. sending said Web page ~~back~~ to said viewer.